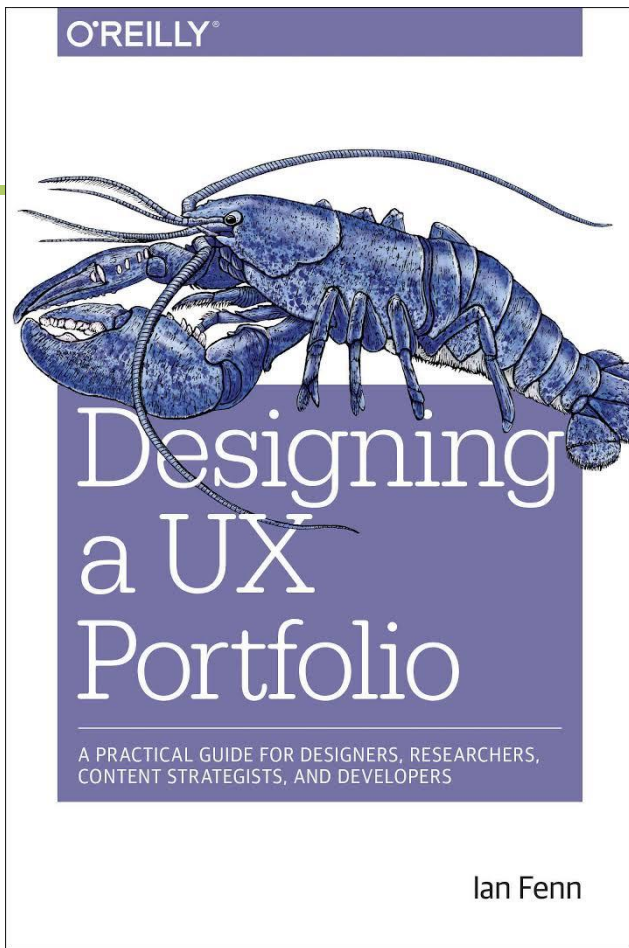


UX Portfolio

by Gianna Biocca Mackenzie

Format

Followed Ian Fenn's format





Eden Jaeger
@EdenJaeger

Following

I highly recommend Gianna for [#UX](#) work. The projects we've worked on together are well organized, planned, and executed. Big loss for [#UofA](#) (which really needs some more modern remote work policies to retain talent like this 🙄)



Gianna Biocca Mackenzie @GiaBiaDesign
I'm getting Transplanted!

Do you know of a [#remote](#) [#UX](#) opening?
I'd love to hear about it!...



Rebecca Blakiston
@blakistonr

Following

I highly recommend Gianna for any remote [#UX](#) work! She helped start UX@UA and has been an incredible colleague and collaborator the past year. Thoughtful researcher and designer. I'm so sad she's leaving [#UofA](#) and wish her all the best.



Gianna Biocca Mackenzie @GiaBiaDesign
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I'd love to hear about it!...



See full case study

Check out the full case study on Medium



Read full case study

Validate

Validate our assumptions

So what am I assuming?

- I'm assuming that my portfolio is good and that my knowledge of portfolios is good enough to tell others how to build their own portfolios.

The Cherwell logo consists of the word "cherwell" in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

cherwell

Interviewed my team

Collective 34 years experience with
personal portfolios & reviewing portfolios
as members of hiring committees

A green speech bubble with a white outline and a tail pointing towards the top-left. It contains the text "Who made you the expert?".

**Who made you
the expert?**

What would you like to see stopped in portfolios?

A single beauty shot of the finished product without any explanation or showing of work.

“ UX portfolios are meant to illustrate how someone’s mind works. Show the work that shows how your brain works. ”

What would you like to see started/continued in portfolios?

Show the work that did not turn out the way it was intended. Show the proposed direction, how the work turned out, and explain the business reasons why the project went the final direction.

“ Illustrate that you are capable of compromising. No one wants to work with someone who cannot compromise. ”

Critique of my portfolio

Almost no notes.

Everyone really liked my portfolio and my writing most of all.

**If I can do it
so can you!**

If writing is uncomfortable try writing to your best friend.

Anytime you see *of the* try rearranging the sentence.

Thank you

Questions?

Reach out



Gianna Biocca Mackenzie



@GiaBiaDesign